

Juhi Singh

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WORK EXPERIENCE

USER EXPERIENCE RESEARCHER

Facebook [@Aquent] Aug 2016-present, Menlo Park, California

Ads Transparency and Control: Leading product driving user research, both exploratory and evaluative to empower people by delivering meaningful ads experiences.

USER EXPERIENCE RESEARCHER

Google [@CDI] Aug. 2015-Aug. 2016, Mountain View, California

Local Insights: Leading international research for various Google products to localize research in multiple countries.

AdWords and Google My Business: Leading research initiatives and conducting foundational and evaluative research projects including defining the research goals in collaboration with relevant stakeholders, creating study plans and interview/observation scripts, conducting research sessions, gathering and analyzing data, creating reports for multiple audiences. Only researcher on the team.

USER EXPERIENCE RESEARCHER

Tradecraft Feb. 2015-May 2015, San Francisco, California

Led exploratory research and evaluative testing, including planning research, creating screeners, recruiting, moderating and analyzing results. Better (PHA App): Conducted exploratory interviews and usability testing to improve the on-boarding process and first time use design for mobile app.

MyTime: Conducted research to redesign merchant facing dashboard interface for the web through user interviews and in field observations.

USER EXPERIENCE RESEARCHER

PIF World 2014, Amsterdam, The Netherlands

Re-designed concepts for the customer facing social networking website. Synthesized user feedback, Google Analytics data, cognitive walkthroughs and competitive analysis and identified usability issues and re-design opportunities.

INNOVATION SPECIALIST

Srishti Labs May 2012-June 2013, Bangalore, India

Led foundational and evaluative research projects, including end to end planning and execution, opportunity exploration and competitive analysis.

Siemens Healthcare: Identified challenges faced by doctors, medical staff and admin staff of healthcare centers to identify opportunity areas for Siemens.

Intel: Identified user needs, aspirations and pain points of users using the technology and of the technology as well.

SENIOR INSIGHTS & REALIZATION EXECUTIVE

TMRC Consulting Nov. 2011-Mar 2012, Shanghai, China and Delhi, India

Trained in Zaltman Metaphor Elicitation Technique (ZMET). Moderated ZMET user interviews, managed recruiting for multiple locations and studies.

INNOVATION MANAGER

CKS Consulting Aug. 2011-Nov 2011, Delhi, India

Led research projects for multiple clients involving UI, product attributes and voice. Planned and executed research for usability testing of multiple input devices and an interactive voice response system (IVRS).

GE Healthcare: Conducted usability testing for multiple devices testing the UI and product attributes.

BBC World Service Trust: Led iterative usability testing for an IVRS to improve maternal and child health.

GRAPHIC DESIGNER

Reebok Jul 2007-Aug 2009, Delhi, India

Designed and implemented merchandising concepts for 100+ retail stores all over India. Collaborated with Brand Marketing and Store Operations to build outstanding in-store experience.

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EDUCATION

MASTERS OF DESIGN THINKING & LEADERSHIP

Herron School of Art and Design, Indiana University, Indiana 2009-11

Thesis: Unintended consequences of Innovations. Focused on helping a working team understand complexity through a visual tool.

BACHELOR OF MULTIMEDIA

Apeejay Institute of Design, Delhi, India, 2002-2006

RESEARCH SKILLS

Foundational, generative and evaluative research methods including ethnography, interviews, surveys, experiments, A/B testing, usability testing, participatory design, diary studies and camera studies, etc.